SHOPLAUNCH STUDIO · MELBOURNE, VIC · 11 NOVEMBER 2026

Your Melbourne shop, online by tomorrow.

A mobile website, table QR menu, print posters and Instagram posts for Melbourne laneway cafés, brunch rooms and Italian kitchens. Built for you, live in 24 hours, A$71–A$289 once.

Lightspeed, 3 years at Premium
A$12,924
A$359 × 36, ex GST; hardware and card rate extra

ShopLaunch Local Pack
A$289
one payment
files are yours

Square for Restaurants, 3 years
A$4,644
A$129 × 36 per location, GST incl.; the same plan is US$49 in the US

Vendors' own published list prices, read 11 November 2026, before card processing and GST.

What the A$289 Local Pack includes

- A mobile page on its own URL — hours, menu with prices, photos, tap-to-call, directions
- A digital menu with one QR code per table — print-ready, no app for the guest
- Three print-ready posters: window hours, counter QR, menu board (A4 and A3)
- Five Instagram posts, 1080×1080, with the captions written
- An edit key, so you change a price or a closing time yourself, on the same link

Three years of every platform, side by side (A$ first)

Platform	What it costs	3 years
Square for Restaurants	A$0 / A$129 per location a month (A$50 mobile POS)	**A$4,644**
Lightspeed Restaurant	A$79 / A$179 / A$359 a month ex GST, A$39 an extra register	**A$6,444**
Toast POS + Web	US$219/mo at Core + a US$1,153 kit — US-published	**A$13,100**
BentoBox	Quote only since the Clover fold-in; last list US$149–$249/mo	**A$9,228**
Owner.com	US$249/mo + 5% of orders, or US$499 flat — US-published	**A$26,048**
ChowNow	US$229–$409/mo + US$119–$499 setup — US-published	**A$12,677**
Clover	US$179–$354/mo for 36 months — US-published	**A$9,344**
SpotOn	US$0 or US$55 a station — US-published	**A$10,745**
Popmenu	US$179–$499/mo + US$1.00 an order — US-published	**A$9,344–A$26,048**
Slice	US$39/mo + US$3.00 a card order — US-published	**A$69,258–A$95,996**
TouchBistro	US$69/mo for the POS, hardware extra — US-published	**A$6,212**
ShopLaunch Studio	**one page, one menu, one payment; no subscription, no commission**	**A$71–A$289**

Square: A$129/mo per location for Plus, A$0 Free, 1.6% per tap in person. Lightspeed: A$79 / A$179 / A$359 ex GST, A$39 an extra register; its Australian entry plan went from A$40 to A$79 in September 2026. Lines marked US-published are US list prices converted at A$1 = US$0.69 to compare like for like, not an Australian offer.

Packages

Package	What you get	Price, once
Starter	One-page mobile site, QR poster PDF, your edit key.	**A$71**
Local Pack	Everything in Starter + digital menu + one QR per table + 3 posters + 5 Instagram posts + one round of edits.	**A$289**
Full Launch	**Everything in Local Pack + full menu built (up to 60 items) + 10 posts + table tents + Google Business Profile text + 30 days of small updates.**	**A$724**

Prices are in A$ at A$1 = US$0.69; the card is charged US$49 / US$199 / US$499. Payment is taken by Polar Software, Inc., our merchant of record, at checkout. Tax is calculated and shown there before you pay.

Good to know

- What we do not sell: no register, no card processing, no ordering with payment. Nothing you already run has to change.
- Delivery target: one business day from the moment we have your details, hours, menu and photos.
- If something is wrong: full refund before the build starts; after delivery, anything missing is fixed, or that part is refunded, within 7 days.

Start here: https://shoplaunch-app.pages.dev/city/melbourne

Questions, or want the page in another language with a local menu? chonnom61482@gmail.com. We reply within one business day. Payment and receipts are handled by Polar Software, Inc., our merchant of record.